

**TÍTULO DA TESE:** The Portuguese TV approach to forest fires: an analysis to the news broadcasting from RTP and TVI in 2011.

**ABSTRACT**

This Master's dissertation analyses broadcast news of forest fires in Portugal and the information conveyed according to postmodernism. Besides understanding the information on the protection of people and goods, which is intrinsic to forest fire news, this investigation project also seeks to understand the importance given to the Portuguese forest heritage. With that in mind, I've chosen to use content analysis and semi-structured qualitative interviews.

The main conclusion to reach with this dissertation is that broadcast news are predominantly postmodernist, focusing on the spectacularization of fire and human drama. Environmental, historical and cultural heritage is not valued in broadcast news – neither from RTP nor from TVI.

**Palavras-chave:** Postmodernism, Popular Culture; Consumer Society, Television, Spectacle, Forest Fires.